

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Felix Yen, Kirk Cameron, and Mark Fagnani
Application No.: 09/873,786 Group: 2155
Filed: June 4, 2001 Examiner: Duong, Oanh L.
Confirmation No.: 2843
For: Using Viewership Profiles for Targeted Promotion Deployment



| CERTIFICATE OF MAILING OR TRANSMISSION | |
|---|--|
| I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or is being facsimile transmitted to the United States Patent and Trademark Office on: | |
| <u>1/13/05</u> Date | <u>Christina McSwaney</u> Signature |
| <u>Christina McSwaney</u> Typed or printed name of person signing certificate | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an Amendment for filing in the above-identified application.

- [] Small entity status of this application under 37 C.F.R. 1.9 and 1.27 has been established by a Small Entity Statement previously submitted.
- [] A Small Entity Statement to establish small entity status under 37 C.F.R. 1.9 and 1.27 is enclosed.

The fee has been calculated as shown below:

| (COL. 1) | (COL. 2) | (COL. 3) | (COL. 4) | (COL. 5) |
|--|---|----------|---------------------------------------|------------------|
| | CLAIMS REMAINING AFTER AMENDMENT | | HIGHEST NO. PREVIOUSLY PAID FOR | PRESENT EXTRA |
| TOTAL | 42 | MINUS | * 44 | 0 |
| INDEP | 2 | MINUS | ** 3 | 0 |
| <input type="checkbox"/> FIRST PRESENTATION OF MULTIPLE DEP. CLAIM | | | | |

* not fewer than 20
** not fewer than 3

| SMALL ENTITY | | |
|--------------|--------|---------------|
| | RATE | ADDIT. FEE |
| X | \$ 25 | \$ |
| X | \$ 100 | \$ |
| + | \$ 180 | \$ |

TOTAL = \$ 0

| OTHER THAN SMALL ENTITY | | |
|----------------------------|--------|---------------|
| | RATE | ADDIT. FEE |
| X | \$ 50 | \$ 0 |
| X | \$ 200 | \$ 0 |
| + | \$ 360 | \$ |

TOTAL = \$ 0

Please charge Deposit Account No. 08-0380 for the following fees:

| | | | |
|--------------------------|---|----|----------|
| <input type="checkbox"/> | Petition for [] month Extension of Time | \$ | _____ |
| <input type="checkbox"/> | Amendment Fee | \$ | _____ |
| <input type="checkbox"/> | Other Fees: | | |
| | _____ | \$ | _____ |
| | _____ | \$ | _____ |
| | TOTAL: | \$ | <u>0</u> |

A check is enclosed in payment of the following fees:

| | | | |
|-------------------------------------|--|----|------------|
| <input checked="" type="checkbox"/> | Petition for one month Extension of Time | \$ | <u>120</u> |
| <input type="checkbox"/> | Amendment Fee | \$ | _____ |
| <input type="checkbox"/> | Other Fees: | | |
| | _____ | \$ | _____ |
| | _____ | \$ | _____ |
| | TOTAL: | \$ | <u>120</u> |

☒ A general authorization is hereby granted to charge Deposit Account No. 08-0380 for any fees required under 37 C.F.R. 1.16 and 1.17 in order to maintain pendency of this application. A copy of this authorization is enclosed for accounting purposes.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By Michael J. Badzinski

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Dated: 1/13/05